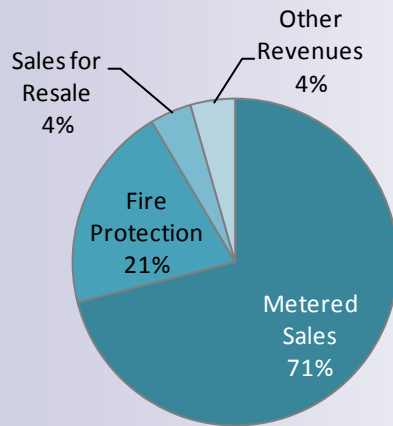


# 2010 WISCONSIN WATER FACT SHEET

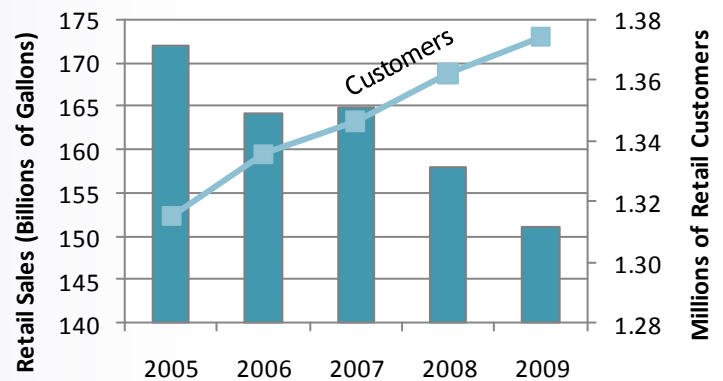
## Water Utility Revenues in 2009



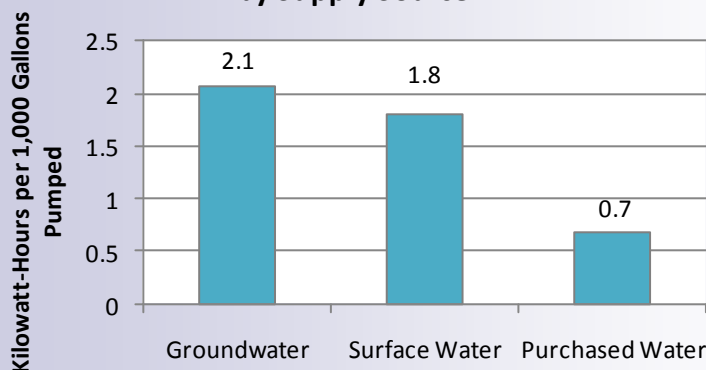
In 2009, retail water sales from the 584 utilities totaled 151 billion gallons. Sales declined 12.2 percent over the last five years, while the number of retail customers served by water utilities increased 4.5 percent, to 1.37 million.

Wisconsin water utilities used a total of 361.3 million kilowatt-hours of energy in 2009

## Retail Water Sales and Customers



## Average Water Utility Energy Use by Supply Source

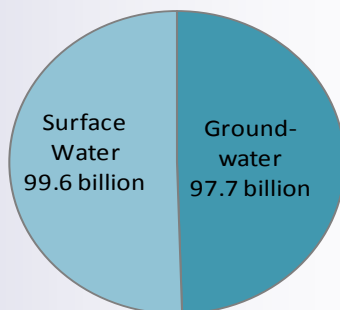
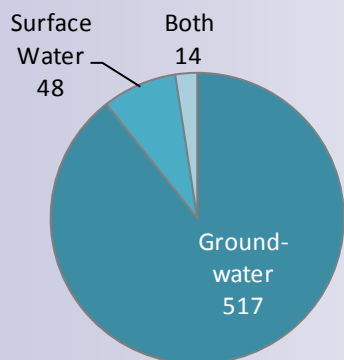


Pumping, treating, and distributing water is energy-intensive. The source of water affects the amount of energy used. Groundwater is often of higher quality than surface water and requires less treatment, but large pumps are needed to lift the water from aquifers.

The 39 utilities that purchased water from other utilities in 2009 consumed less energy per 1,000 gallons pumped than utilities that acquired their supply directly from the source.

## Supply Source Water Type

## Total Volume Pumped (Gallons)



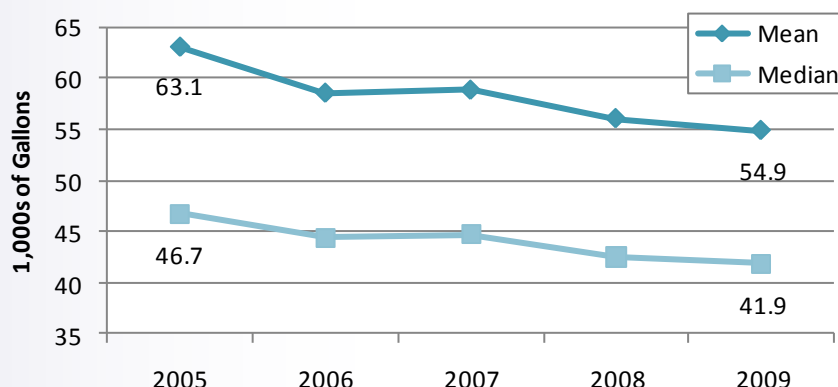
Most water utilities rely on groundwater as their primary source of water supply. In 2009, 62 utilities, or 10.7 percent, used surface water for some or all of their water supply. All of the surface water utilities are located within the Great Lakes Basin.

By volume, surface water accounted for 50.4 percent of the 197.3 billion gallons of water pumped in 2009.

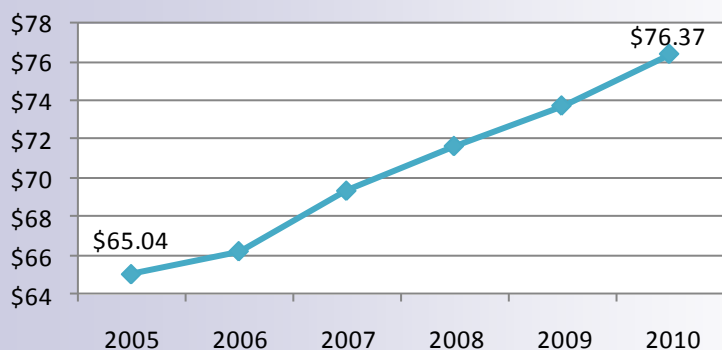
Many utilities are implementing water conservation and efficiency programs, such as education, toilet rebates, water sprinkling ordinances, and conservation rate structures to reduce water consumption.

On average, residential customers used 54,900 gallons in 2009. The median volume of water sold per residential customer declined 10.4 percent to 41,900 gallons since 2005. Each residential meter is considered a residential customer.

## Residential Sales Volume per Customer



## Average Residential Water Rates (18,750 Gallons per Quarter)



Wisconsin residents pay on average \$4.07 per 1,000 gallons of water. As of February 2010, the average statewide quarterly cost of water for 18,750 gallons was \$76.37 for residential customers. Since 2005, the average cost of water increased 17.4 percent, which exceeds the rate of inflation. Rising energy, chemical, and capital costs, as well as the difficulty of obtaining additional water supplies, are among the factors that contribute to these cost increases.

Water loss includes unauthorized consumption, meter inaccuracies, accounting errors, water main leaks, overflows, theft, and other unaccounted for water. Water losses totaled about 24.1 billion gallons in 2009, or 12 percent of the total volume pumped and treated.

Of the nearly 200 billion gallons pumped in 2009, approximately 151 billion gallons, or 76 percent, were sold to metered retail water utility customers and 24.5 billion gallons, or 12 percent, were sold to wholesale customers.

## Estimated Water Loss

